



DEPARTMENT OF THE NAVY

BUREAU OF MEDICINE AND SURGERY

2300 E STREET NW

WASHINGTON DC 20372-5300

IN REPLY REFER TO

BUMEDINST 5030.2

BUMED-M00P

9 May 2005

BUMED INSTRUCTION 5030.2

From: Chief, Bureau of Medicine and Surgery  
To: All Ships and Stations having Medical Department Personnel  
All Internal Bureau of Medicine and Surgery (BUMED) Codes

Subj: NAVY MEDICINE LOGO AND BRAND GUIDANCE

Encl: (1) Navy Medicine Brand Style Guide

1. Purpose. To publish the Navy Medicine organizational logo and establish guidance at Headquarters BUMED and throughout Navy Medicine.
2. Background. Organizational logos and branding are powerful tools used to establish a memorable and recognizable identity with audiences and customers. Navy Medicine provides quality health care to our beneficiaries around the globe and is an acknowledged leader in medicine and medical research. The use of an easily identified logo and associated branding strategy will help to further establish our identity as a cohesive team of health care professionals in the eyes of our beneficiaries, the Department of Defense, and the general public.
3. Action. All BUMED codes and Navy Medicine commands shall implement the logo and branding strategies outlined in enclosure (1).
4. Coordination. The BUMED coordinator for this notice is BUMED Public Affairs, M00P, at (202) 762-3221/3218 or DSN 762-3221/3218.

  
D. C. ARTHUR

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<http://navymedicine.med.navy.mil/default.cfm?seltab=directives>

## NAVY MEDICINE BRAND STYLE GUIDE



### 1. Overview of branding principles

a. Branding emulates best industry practice and helps associate Navy Medicine with quality care worldwide. Brand recognition and consistency are central to Navy Medicine's communications efforts. Our brand is a "promise" to our beneficiaries that our service will live up to their expectations of receiving World Class Care...Anytime, Anywhere.

b. The unique identity created through the Navy Medicine logo and branding strategy can be viewed as an asset to the organization over the long term in the following ways:

(1) Branding Navy Medicine allows us to differentiate ourselves from other federal agencies and private sector health care organizations.

(2) Branding helps create a long-lasting, easily recognizable identity for our publics; conveys value perceived as high quality, reliable care; and builds loyalty resulting in recruitment and retention.

(3) Branding also helps the entire Navy Medicine organization by uniting us as a cohesive team, from the largest hospital to the smallest clinic with a common symbol. In essence, it is our corporate seal.

c. Branding guidelines have been developed to create and maintain consistency and assist Navy Medicine staff in preparing and disseminating information using the Navy Medicine logo. These guidelines should be combined with careful judgments based on good design principles and effective communications practices.

d. This notice supersedes all other previous instructions and guidance related to Navy Medicine logos and branding.

e. All questions regarding the use of the Navy Medicine logo should be directed to the BUMED Public Affairs Office, M00P, commercial: (202) 762-3221/3218 or DSN 762-3221/3218.

## 2. The Logo

a. The Navy Medicine logo, as depicted in figures 4.1 – 4.5, is the primary graphic element for Navy Medicine's branding program. Consistent application and precise production of the logo will identify and reinforce public awareness of Navy Medicine. The logo may be used for all types of electronic and print communications.

b. Key elements. The Navy Medicine logo consists of several key elements:

(1) The Red Cross. Internationally recognized as a symbol of medical care.

(2) The Blue/Green Globe. Depicts the wide reaching impact of our mission and care. Navy Medicine goes virtually anywhere. Blue and green colors have dual impact, representing both land and sea, as well as a symbol of Navy and Marine Corps teamwork.

(3) Nautical Ties. The anchor and line honor our rich history as a sea service.

(4) Snake. When added to the anchor, this element acts as a contemporary Navy Medicine version of the traditional caduceus.

(5) Navy Medicine Name/Tagline. Boldly tells audiences who we are and lets them know we provide world class care...anytime, anywhere.

## 3. Appropriate Use of Logo

a. The Navy Medicine logo has one basic design. No alteration of the logo is permitted. Only those alternate versions of the logo, such as black and white, originating from BUMED Public Affairs are approved for use.

b. The following are not considered appropriate use of Navy Medicine's logo:

(1) Altering the original proportions of any part of the graphics.

(2) Using the logo without the tagline.

(3) Altering or relocating the tagline.

(4) Substituting another typeface. Refer to paragraph 5 for proper typeface.

(5) Substituting any other colors. Refer to paragraph 6 for proper colors.

(6) Adding any additional decorative devices such as drop shadows, outlines, or 3-D effects.

(7) Allowing type, photographs, or other graphic devices to infringe upon the mandated clear space, outlined in paragraph 4d.

(8) Using the logo on colored backgrounds, materials, or photographs that do not allow sufficient contrast.

(9) Enclosing the logo in a shape or combining it with other design elements.

(10) Reproducing it smaller than the recommended size in paragraph 4e.

(11) Using the logo in any manner that is derogatory to or critical of Navy Medicine or the U.S. Navy.

#### 4. Utilization of the Logo

a. Recommended Placement. The Navy Medicine logo is an easily recognizable reference to the Navy Medicine organization and commands are encouraged to provide maximum exposure for our audiences. Consider using the logo in the following areas:

(1) Command quarterdeck.

(2) Command suite or offices.

(3) Command Web site, to include the home page.

(4) Command newspapers and newsletters, where applicable.

(5) Command press releases and media kits.

(6) Business cards.

(7) PowerPoint presentations.

(8) Promotional items and electronic media, especially those aimed at public audiences.

(9) Banners and poster boards for use at conferences, media events, health fairs, meetings, and prominently placed on display in strategic areas throughout Navy Medicine facilities.

(10) Decals, patches, and coins as authorized by appropriate purchasing regulations.

b. Command Logos and other Seals. The Navy Medicine logo is intended to complement, not replace other official symbols, such as the Department of the Navy seal or the respective command logo. File formats for various media are found in paragraph 7.

c. Location of the Logo. The primary placement, whenever possible, of the Navy Medicine logo shall be in the upper left corner of all communications media created by any Navy Medicine activity.

d. Borders and Spacing. When the Navy Medicine logo is used, a minimum, ¼ inch of clear space must be maintained between the logo and any other objects – other logos, borders, edges, etc. – on small media such as business cards and Web pages. At a minimum, ¼ inch of clear space must be left between the logo and written material. On larger media, such as posters and banners, a minimum of ½ inch of clear space must be maintained on all sides of the logo.

e. Minimum Size. The integrity of all logo elements shall be maintained. Minimum reproduction size of the logo is 1 ¾ inches long and ½ inch tall to ensure the logo and tagline are readable. Business card application is addressed in paragraph 9.

f. Artwork. Electronic files for the logo are available for download using the following steps: After logging onto Navy Medicine Online at: <http://navymedicine.med.navy.mil/>, select File Cabinets; under My File Cabinets, select the file: Navy Medicine Marketing; then download the logo you want to use or you can use the BUMED Public Affairs Intranet page. If unable to access, contact the BUMED Public Affairs office at (202) 762-3221/3218 or DSN 762-3221/3218.

Figure 4.1. Full Color Logo



Figure 4.2. Grayscale Logo



Figure 4.3. Black and White Logo



Figure 4.4. Reverse/White Logo



Figure 4.5. Spot Color (Pantone 286cv) Logo



5. Typeface. Visual continuity for branding requires consistent typography. Times New Roman (60% condensed) is the standard font used for the organizational name and tagline. Both the icon and the logo type must align horizontally to fit between a set rectangular perimeter. A 1-point rule must accompany the logo type at all times. This rule separates the logo type from the tagline.

6. Logo and Brand Colors

a. Color is an important element for the consistent and recognizable application of the Navy Medicine logo. The logo will appear in the colors listed below (See figure 6.1); also in grayscale, black and white, or Spot Pantone 286cv (see figure 4.5). Always adhere to the following guidelines for consistent reproduction of the logo. When placing the logo on print media, use the color scheme most appropriate to your audience and budget.

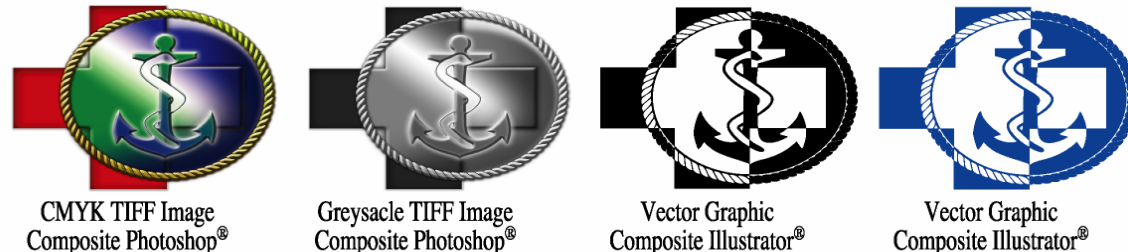
b. The one color (black and white, see figure. 4.3) logo should appear on a white background.

c. The tagline will not appear in any other color than those provided in figures 6.1 and 6.2 and in this guide.

Figure 6.1. Logo Colors



Figure 6.2. Color Swatch Breakdown



7. File Formats. Resolution of the logo is as follows:

- 72dpi should be used for Web presence.
- 300dpi should be used for print marketing collaterals.

Figure 7.1. Low Resolution (GIF, 72 dpi). Optimized for screen use in presentation, Web site, etc.



Figure 7.2. High Resolution (JPEG/TIFF, 300dpi). Optimized for documentations that need to be printed out using in-house printers or Flash Movies.



Figure 7.3. High Resolution (TIFF/EPS, Pantone, 300dpi). Optimized for print collaterals to be sent to commercial printers when Pantone color formula is used.



Figure 7.4. High Resolution (TIFF/EPS, CMYK, 300dpi). Optimized for print collaterals when process color (4-color process) is used.



## 8. Logo Reproduction

a. Proper Sizing Technique. When the Navy Medicine logo is reproduced, it must retain its original aspect ratio without exception. To scale both width and height proportionally on two sides of the logo in Microsoft Office applications, click on the logo, then, while simultaneously holding the “shift” key, drag the sizing handles at any corner of the logo. To scale all four sides at the same time, click on the logo, then simultaneously hold the “ctrl” key and drag the sizing handles at any corner of the logo.



b. Improper Sizing Technique

(1) Scaling of the Navy Medicine logo is not to be done by using any of the sizing handles on the top, bottom, or sides of the logo. This action will result in incorrect proportions of the logo.

(2) Command public affairs officers and marketing staff should make scaling and reproduction instructions available for all staff wherever the logo is available for download and use.

9. Business Cards

a. The Navy Medicine logo may be used for business cards. The business card templates are also available on Navy Medicine Online (NMO) under "My Profile" located on the right side of your home page. You must be logged in on NMO to access the templates.

b. Commands may develop their own business card templates. Continued use of command-specific logos is encouraged. The Navy Medicine logo may be used on business cards at the commanding officer's discretion.

c. Business card guidelines are as follows:

Size: 3½ x 2 inches

Required content: Name, title, command, address, and e-mail/telephone  
(commercial and DSN, where available)

Paper: Natural White

10. Presentations. All Navy Medicine organizations are encouraged to use the Navy Medicine logo in official presentations. Command logos and the Department of the Navy seal may be also be used.